

## ORDER



**Orders**  
**Order / Rev:** 698391 - 3  
**Alt Order #:** 6226634  
**Product Desc:** AMERICAN CROSSROADS  
**Estimate:** 1778  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 07/09/12 / 10/10/12  
**Order Type:** Political

**WTLV-TV**  
**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** American Crossroads  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	85	\$45,685.00	\$38,832.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	85	\$45,685.00	\$38,832.25	0.00
<b>Totals</b>	<b>85</b>	<b>\$45,685.00</b>	<b>\$38,832.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTLV-TV	25%	\$45,685.00
Market	100%	\$182,740.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	4%	\$7,309.60
WCWJ	0%	\$0.00
WJXT	30%	\$54,822.00
WJXX	13%	\$23,756.20
WTEV	28%	\$51,167.20

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N35	WTLV	10/13/12	10/13/12	Notre Dame Football	CM	Sat. various	-----S-	:30	2	\$250.00	P-3	0.00	NM	2	\$470.00
Notre Dame Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	2		\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/08/12-10/14/12		Notre Dame Football	Sat. various		-----Sa--	:30		\$220.00		0.00	NM		
N36	WTLV	10/13/12	10/13/12	Sat Prime A	CM	Sat 8p-9p	-----S-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
Sat Prime A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$225.00		0.00						
													Totals	85	\$45,685.00